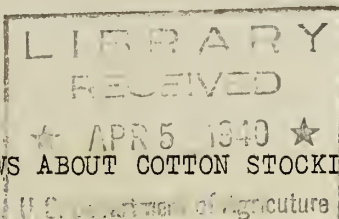


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THE LATEST NEWS ABOUT COTTON STOCKINGS

A radio talk by Miss Ruth Van Deman, Bureau of Home Economics, broadcast Tuesday, March 19, 1940, in the Department of Agriculture period of the National Farm and Home Hour, by the National Broadcasting Company and a network of 92 associated radio stations.

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WALLACE KADDERLY:

And here in Washington is Ruth Van Deman ready and waiting to give us the news of the day from the Bureau of Home Economics.

RUTH VAN DEMAN:

My news seems to have a Western slant too. At least this card I have here is post marked Fort Collins, Colorado. And the question on it is "What can you do to hurry up the cotton stockings? Please."

Of course it isn't only Colorado that's asking this question. It's been coming to us from every State, ever since the news got around that the Bureau of Home Economics is working for better-looking, better-fitting cotton stockings. Of course, what Congress had in mind in asking us to do this job is more uses for American grown cotton.

Well, here's what we've done. We've worked out and released to the trade 56 designs for 56 different kinds of cotton stockings. They're in all the stylish colors. And they're in all kind of patterns. Some are fancy mesh. Some are plain. Some have open work toes and heels to go with sandals. Some are pure white for nurses to wear with their white uniforms.

And they're all full-fashioned. That is they're shaped to fit ... around the ankle ... in the foot, and up around the knee. Some have the two-way stretch tops.

And every pair is made of long-staple American cotton, with the cotton yarn gassed and mercerized to make it smooth and give it luster.

Of course we've had only a few pairs of each kind knit as samples. But they were made to our specifications in a modern hosiery mill. They were knit on the same kind of machinery that makes high-grade silk and rayon hose.

For some time now we've had exhibits of the stockings in New York at centers where hosiery manufacturers could see them. And we've published the designs in trade papers.

So that's as far as we can go. We've made the stockings to show what can be done with cotton. Now it's up to the trade to put them on the market.

And according to reports we've had from the hosiery trade, that's likely to happen any day now, with one, maybe more of these cotton stockings

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designed by the Bureau of Home Economics.

As for price and quality when these are put into commercial production, that's something outside our territory. Our job was to do the research to point the way.

I've been saying "we" all along here! That's a purely editorial "we". I'm just your reporter. The "we" really covers many of the people in our textile and clothing division including Miss Ruth O'Brien who heads up all of that research and Mr. David Young, who worked out the designs for these stockings.

So there's where we stand on our cotton stocking research today. I know the results seem very slow in getting to you. But we're pushing all we can. And we're certainly in agreement with everybody who wants comfortable, attractive, good-looking, well-fitting cotton stockings. As many of you have written us, cotton stockings have a definite place in the hosiery wardrobe for 1940.

KADDERLY:

Ruth, just one other question here before you go about the new house cleaning bulletin. How's the supply still holding out?

VAN DEMAN:

I think so. The mail room looks as though a spring freshet had struck it.

KADDERLY:

A post card freshet?

VAN DEMAN:

If there could be such a thing. But the girls are smiling. They say they like to be busy.

KADDERLY:

Then you're still glad to receive post card orders for the house cleaning bulletin?

VAN DEMAN:

Delighted, yes.

KADDERLY:

Well, Farm and Home friends, in case some of you missed the news about the new house cleaning bulletin last week, it isn't too late to send your request to the Bureau of Home Economics. Just write house cleaning bulletin on a post card and the Bureau of Home Economics will do the rest.